

EXHIBIT 77

From:
Sent: 4/11/2022 11:53:15 AM
Subject: FW: Revised Optimization Process Review
Attachments: FY22 Optimization Process Update_08 APR REVISED.pptx

Respectfully

MAJ, FA 58 (EN)
 Branch Chief, Paid Media

Army Enterprise Marketing Office (AEMO)
 11 West Quincy Court, Suite 310
 Chicago, IL 60604
 Cell: [REDACTED]
 NIPR: [REDACTED]
 SIPR: [REDACTED]

From: [REDACTED] (OMD) [REDACTED]@omd.com>
Sent: Friday, April 8, 2022 4:17 PM
To: [REDACTED] MAJ USARMY AEMO (USA) [REDACTED]@army.mil>; [REDACTED] MAJ USARMY AEMO (USA) [REDACTED]@army.mil>
Cc: [REDACTED] (OMD) [REDACTED]@omd.com>; [REDACTED] (OMD) [REDACTED]@omd.com>; [REDACTED] (OMD) [REDACTED]@omd.com>
Subject: [Non-DoD Source] Re: Revised Optimization Process Review

Hello MAJ [REDACTED] and MAJ [REDACTED]

Thank you again for your time yesterday to review the new proposed approval process for optimizations. Please see attached for the revised overview which captures the changes we discussed:

- Addition of a budgetary guideline for cross-digital optimizations (up to [REDACTED])
- Addition of Optimization KPIs
- Removal of "Ad-Hoc"
- Removal of "mid/low funnel" distinction for digital channels

Please let us know if you have any additional feedback and/or are aligned with this approach.

Thank you!

From: [REDACTED]
Sent: Tuesday, April 5, 2022 9:52 AM
To: [REDACTED] MAJ USARMY AEMO (USA) [REDACTED]@army.mil>; [REDACTED] MAJ USARMY AEMO (USA) [REDACTED]@army.mil>; [REDACTED] (OMD) [REDACTED]@omd.com>; [REDACTED] (OMD) [REDACTED]@omd.com>; [REDACTED] (OMD) [REDACTED]@omd.com>
Subject: Revised Optimization Process Review
When: Thursday, April 7, 2022 10:30 AM-11:00 AM.
Where:

Purpose: Team DDB to share proposed optimization approval process following conversation in last month's reporting call.

Microsoft Teams meeting

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Video Conference ID: 111 340 822 8

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